



**INTERNATIONAL CIVIL RIGHTS
CENTER & MUSEUM**

STANDING **Up** *for* DEMOCRACY

Annual Gala

**SPONSORSHIP
PACKAGE**

JULY 18, 2026



2026 GALA HONOREES



Dr. Robert "Bob" Brown

**ALSTON/JONES INTERNATIONAL
CIVIL & HUMAN RIGHTS AWARD**



Robert "Bob" McAdoo Jr.

TRAILBLAZER AWARD



Neil Belenky

UNSUNG HERO AWARD



Mitzi Turner

**LIFETIME COMMUNITY
SERVICE AWARD**



The Hon. Irving Allen

KEEPER OF THE FLAME AWARD



Virginia Williams

SIT-IN PARTICIPANT AWARD



2026 Gala Sponsorship Opportunities

SATURDAY, JULY 18, 2026 6 TO 8 P.M.

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Title Sponsor (\$100,000)

- Deliver Opening Greetings at the Dinner
- Three VIP-level reserved tables at Gala (30 seats)
- Ad placement on the inside back cover of the Gala booklet
- Media Exposure: acknowledgment as Title Sponsor on all press releases, advertisements, and media interviews
- Two 60-second video ads aired during the event
- 12 VIP Reception Tickets
- Placement of corporate marketing materials OR acknowledgement with Company name/logo as Title Sponsor on all tables
- Company name/logo on video scroll during the event, pop-up Banner (provided by sponsor) at both the Reception and Dinner
- Title Underwriter for all ICRCM 2026 programming and events
- Name included on all promotional materials during the year
- Name and Logo with live hyperlink to the company website, placement on ICRCM's website for one year (2026)
- Name and Logo with live hyperlink to company website, placement featured on Constant Contact E-blast for one year
- Sponsorship of 400 Student Admissions for the "Build America Better" tours
- Five VIP Private Tour Passes, each of which admits 25 guests per tour during 2026

The Changed World (\$50,000)

- Host Private Reception for Honorees
- Opportunity to present an award to one of the top honorees
- Two Premier Level Tables (20 seats)
- Ten VIP Reception Tickets
- Prominent full-page ad on the inside front cover of the Gala Souvenir Booklet
- Name included on all promotional materials during the year
- Name and Logo with live hyperlink to the company website, placement on ICRCM's website for one year (2026)
- Company name on video scroll during the event, pop-up banner (provided by the sponsor) at both the Reception and Dinner
- Sponsorship of 200 Student Admissions for the "Build America Better" tours
- Four VIP Private Tour Passes, which admit 25 guests per tour during 2026
- 2026 Museum monthly programming underwriting

The Quest for Justice (\$25,000)

- Opportunity to present an award to one of the top honorees
- Two Premier Tables (20 seats)
- Six VIP Reception Tickets
- Prominent full-page ad in the Event Program booklet
- Name and Logo with live hyperlink to the company website, placement on ICRCM's website for one year (2026)
- Company name and Logo on table(s) and Video Scroll
- Sponsorship of 100 Student Admissions for "Build America Better"
- Two VIP Private Tour Passes, which admit 25 guests per tour during 2026
- 2026 Museum monthly programming underwriting

The Lunch Counter (\$10,000)

- One Premier Table (10 seats)
- Four Gala VIP Reception Tickets
- Full page Ad in the Gala souvenir book
- Sponsor content of Honoree's Gift Bags
- Logo placement on ICRCM's website for one year (2026)
- Company name on table(s) and Logo on video scroll during the event
- Two VIP Private Group Passes which admits up to 25 guests per tour during 2026
- Sponsorship of 50 Student Admissions for a "Build America Better" tour

Build America Better (\$5,000)

- One Reserved Table (10 seats)
- Two Gala VIP Reception Tickets
- Full page Ad placed in Gala souvenir book
- Name and Logo placement on ICRCM's website for one year (2026)
- Company name on table and Video Scroll during the event
- One VIP Private Group Passes which admits up to 25 guests per tour group during 2026
- Sponsorship of 50 Student Admissions passes for a "Build America Better" tour

The Freedom Supporter (\$2,500)

- One Reserved Table (10 seats)
- One-half-page Ad placed in Gala souvenir book
- Company name placed on ICRCM's website for one year (2026)
- Company name on table and video scroll during the event
- One VIP Private Group Pass which admits up to 25 guests for a tour during 2026

The Walk of Courage (\$1,500)

- One Reserved Table (10 seats)
- Company name on table and video scroll during the event
- One VIP Private Group Pass which admits up to 25 guests for a tour during 2026

INDIVIDUAL TICKET (\$150)

**Tour Formats*

SIGNATURE STAFF-LED TOUR

Our premium tour allows visitors to visit this historic site in-person. Guests will journey through the entire permanent gallery collections guided by a Museum interpreter. Group scheduling is available.

SEATED TOUR & WALKTHROUGH

A modified version of our standard guided tour. Seated in the comfort of our state-of-the-art auditorium, guests will experience a full tour with a live guide presenting from the stage with images of all exhibits projected. Also included, an optional post-tour individual "walk-through" of the Galleries.

INTERACTIVE VIRTUAL TOUR

This version of the Museum experience provides guests all the benefits of a guided tour without the travel. Guests will participate in an interactive Zoom call that features filmed footage of our exhibit guided by a Museum interpreter, with a built-in Q&A post-tour discussion. A Virtual Companion Guide will also be provided.



2026 ANNUAL FUNDRAISING GALA SPONSORSHIP

ORDER FORM

(Deadline for sponsorship form submission: July 1, 2026)

Thank you for supporting the International Civil Rights Center & Museum. The annual Gala is the Museum's primary fundraiser, providing the necessary financial support to achieve our ultimate goal of education and build a stronger future. Your generous support will help us in our ongoing quest to fulfill this goal. Sponsors may also complete their order form and submit payment online at: <https://tickets.sitinmovement.org/e/2026-civil-rights-gala-2>

Organization Name: _____

Business Category: _____

Contact Person Name: _____ Title: _____

Mailing Street Address: _____

City, State, Zip: _____

Email Address: _____

Phone: _____ Fax: _____

- Please indicate selection with a check mark ():
- () The "Title" Sponsor\$100,000
 - () The "Changed World Sponsor\$50,000
 - () The "Quest for Justice" Sponsor\$25,000
 - () The "Lunch Counter" Sponsor\$10,000
 - () The "Build America Better" Sponsor\$5,000
 - () The "Freedom Supporter" Sponsor\$2,500
 - () The "Walk of Courage" Sponsor\$1,500

Please refer all Gala orders and inquiries to gala@sitinmovement.org

Name: _____

Email Address: _____

Phone: _____



2026 GALA SPONSORSHIP ADVERTISEMENT

Full Page Ad - \$500

Half Page Ad - \$300

*Measurements based on standard paper-size measurement (8.5 x 11.0 inches; 300 DPI and 72 DPI respectively; 2480 pixels x 3508 pixels; please allow .125 bleed on all sides).

FIRM DEADLINE FOR AD ARTWORK SUBMISSION: JULY 1, 2026

PLEASE SUBMIT YOUR HIGH-RESOLUTION, CAMERA-READY ART/VIDEO FOOTAGE TO:
GALA@SITINMOVEMENT.ORG

Payment Options: (Please fax this completed form to 336-274-6244 or scan to gala@sitinmovement.org)

() Invoice Me () Check Payable to: International Civil Rights Center & Museum
134 South Elm Street, Greensboro, NC 27401

() Credit Card: ___ Visa ___ MasterCard ___ Discover ___ American Express

Card # _____ Exp. Date _____ CV Code _____

Signature _____ Date _____

Name as it appears on Card _____

Billing Address, if different from Mailing Address

You may choose to mail your payment to: International Civil Rights Center & Museum
134 South Elm Street
Greensboro, North Carolina, 27401
ATTN: GALA